

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2009	Dec 2010	% Change	Dec 2009	Dec 2010	% Change	Dec 2009	Dec 2010	% Change	Dec 2009	Dec 2010	% Change	Dec 2009	Dec 2010	% Change
Apache County	34.5%	37.0%	7.3%	\$69.38	\$72.13	4.0%	\$23.91	\$26.66	11.5%	10,500	11,265	7.3%	30,473	30,473	0.0%
Cochise County	45.6%	46.4%	1.6%	\$65.19	\$66.28	1.7%	\$29.76	\$30.73	3.3%	43,626	44,304	1.6%	95,573	95,573	0.0%
Coconino County	43.2%	42.9%	-0.9%	\$72.32	\$76.90	6.3%	\$31.28	\$32.97	5.4%	136,607	136,922	0.2%	315,859	319,362	1.1%
Gila County	38.3%	39.6%	3.4%	\$64.92	\$66.29	2.1%	\$24.86	\$26.24	5.6%	13,921	14,395	3.4%	36,363	36,363	0.0%
Graham County	24.1%	34.6%	43.7%	\$64.38	\$66.09	2.7%	\$15.51	\$22.89	47.6%	4,661	6,657	42.8%	19,344	19,220	-0.6%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	43.8%	49.6%	13.2%	\$90.69	\$88.99	-1.9%	\$39.73	\$44.12	11.0%	786,025	902,700	14.8%	1,794,063	1,820,816	1.5%
Mohave County	41.7%	45.6%	9.2%	\$54.59	\$54.73	0.3%	\$22.78	\$24.95	9.5%	54,924	60,469	10.1%	131,626	132,649	0.8%
Navajo County	36.3%	38.5%	5.8%	\$58.27	\$59.64	2.3%	\$21.18	\$22.93	8.3%	38,118	39,898	4.7%	104,873	103,757	-1.1%
Pima County	47.1%	49.1%	4.4%	\$79.49	\$78.48	-1.3%	\$37.40	\$38.56	3.1%	232,007	243,103	4.8%	493,086	494,760	0.3%
Pinal County	42.7%	52.5%	22.9%	\$64.42	\$66.14	2.7%	\$27.50	\$34.69	26.2%	26,187	32,181	22.9%	61,349	61,349	0.0%
Santa Cruz County	49.0%	48.5%	-1.0%	\$69.74	\$72.06	3.3%	\$34.15	\$34.92	2.3%	16,621	16,449	-1.0%	33,945	33,945	0.0%
Yavapai County	37.4%	39.0%	4.1%	\$102.71	\$104.84	2.1%	\$38.44	\$40.86	6.3%	57,001	59,603	4.6%	152,303	152,923	0.4%
Yuma County	41.8%	45.2%	7.9%	\$73.29	\$70.27	-4.1%	\$30.67	\$31.73	3.5%	48,321	52,144	7.9%	115,475	115,475	0.0%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2009 YTD	2010 YTD	% Change	2009 YTD	2010 YTD	% Change	2009 YTD	2010 YTD	% Change	2009 YTD	2010 YTD	% Change	2009 YTD	2010 YTD	% Change
Apache County	55.1%	54.1%	-1.7%	\$78.51	\$77.75	-1.0%	\$43.23	\$42.09	-2.6%	197,591	194,243	-1.7%	358,795	358,795	0.0%
Cochise County	52.1%	54.6%	4.9%	\$67.82	\$69.09	1.9%	\$35.32	\$37.73	6.8%	575,132	614,520	6.8%	1,104,319	1,125,295	1.9%
Coconino County	61.9%	64.4%	4.1%	\$83.95	\$85.45	1.8%	\$51.94	\$55.03	6.0%	2,354,783	2,492,075	5.8%	3,806,201	3,870,013	1.7%
Gila County	46.3%	50.0%	8.0%	\$70.04	\$70.54	0.7%	\$32.44	\$35.28	8.8%	198,284	214,160	8.0%	428,145	428,145	0.0%
Graham County	31.7%	36.4%	15.1%	\$70.46	\$68.00	-3.5%	\$22.31	\$24.78	11.1%	72,118	82,695	14.7%	227,760	226,904	-0.4%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	52.2%	56.0%	7.4%	\$107.60	\$101.92	-5.3%	\$56.15	\$57.12	1.7%	10,794,463	11,946,025	10.7%	20,686,714	21,317,879	3.1%
Mohave County	52.0%	53.9%	3.6%	\$61.86	\$59.96	-3.1%	\$32.16	\$32.30	0.5%	809,048	836,608	3.4%	1,556,401	1,552,826	-0.2%
Navajo County	53.1%	51.3%	-3.3%	\$66.58	\$66.62	0.1%	\$35.33	\$34.19	-3.3%	657,704	627,089	-4.7%	1,239,325	1,222,116	-1.4%
Pima County	53.0%	55.7%	5.1%	\$92.01	\$89.18	-3.1%	\$48.76	\$49.66	1.8%	3,000,284	3,231,812	7.7%	5,661,762	5,804,087	2.5%
Pinal County	49.2%	49.2%	-0.1%	\$70.72	\$67.93	-4.0%	\$34.81	\$33.41	-4.0%	359,137	355,223	-1.1%	729,583	722,335	-1.0%
Santa Cruz County	44.1%	49.9%	13.2%	\$71.26	\$71.98	1.0%	\$31.43	\$35.94	14.4%	167,560	199,570	19.1%	379,915	399,675	5.2%
Yavapai County	51.0%	52.9%	3.7%	\$113.38	\$113.66	0.2%	\$57.85	\$60.16	4.0%	913,361	943,898	3.3%	1,790,028	1,783,106	-0.4%
Yuma County	48.4%	49.9%	3.2%	\$74.69	\$71.58	-4.2%	\$36.14	\$35.74	-1.1%	647,435	678,856	4.9%	1,338,277	1,359,625	1.6%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.